



Staff Report

TO: Board of Directors
FROM: Greg Jones, Assistant General Manager
DATE: March 23, 2022
SUBJECT: Hemphill Movie (Consent)

ADMINISTRATION

RECOMMENDATION:

Approve a funding contribution of \$5,000 for a movie production of the Hemphill Dam.

BACKGROUND:

On February 3, the Friends of Auburn Ravine (FAR) requested a contribution of \$5,000 for a documentary movie production of the Hemphill dam by Gold Country Images. Gold Country Images is seeking funding partners, and has already secured \$25,000 of a \$49,650 estimated budget.

The movie "Hemphill", according to Gold Country Images, will celebrate a once in a lifetime community success made possible by the collaboration of many stakeholders, including Nevada Irrigation District.

The proposed budget for a "Hemphill" movie ranges from \$29,650 to \$49,650, as detailed in the attachment. The difference in cost is attributable to an increased use of computer generated graphics, animation, and creative costs, all of which will add to the quality of the finished product.

FAR continues to solicit funding from other sources including California Flyfishers Unlimited, PCWA, Dry Creek Conservancy, and Placer County Community Arts Grants.

The film is intended to be 30 minutes in length. Funding partners will be granted free licenses for the use of the film. Anticipated distribution channels upon completion include film festivals, websites, public meeting presentations, YouTube and other social media opportunities are possible with a condensed, shorter version of the film.

CONCLUSION

Staff recommends supporting the project and believes that for a nominal contribution of \$5,000, this movie would be beneficial to the District from a public relations and historical standpoint.

BUDGETARY IMPACT:

No additional increase to the 2022 Budget required. Adequate budget amounts remain as: \$1,800 from the remaining Dues & Publications budget (10115-52706) and \$3,200 from Consultant Fees budget (10115-52603).

Attachment: (1)

- “Hemphill” Movie Narrative Outline & Budget



“Hemphill”

A Film Celebrating a Community Success Story: Saving Salmon and Steelhead

All parties collaborated to restore a community treasure, Auburn Ravine.

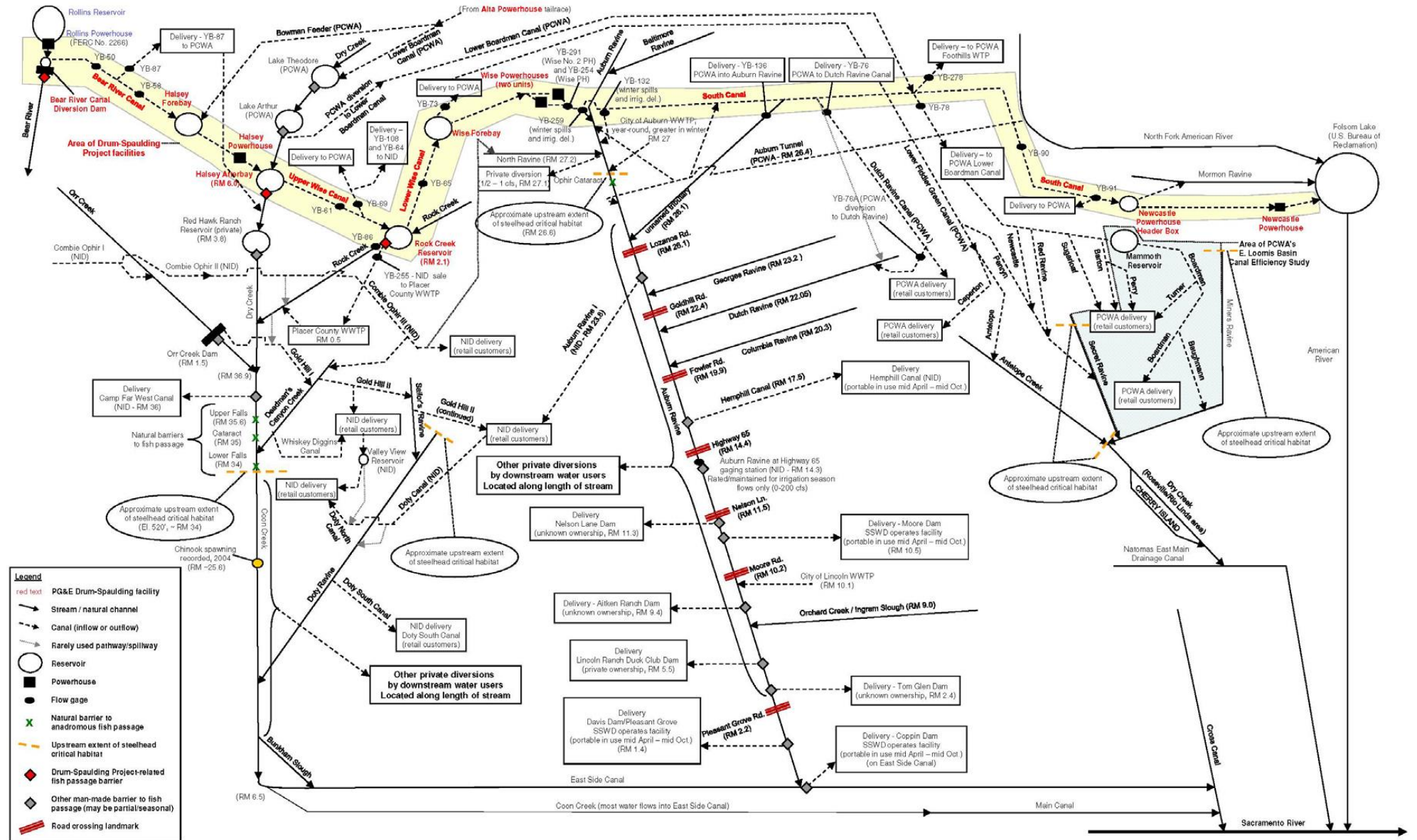
The removal of two structures that impeded salmon and steelhead migration will restore eight miles of prime spawning habitat.

After this once in a lifetime event, countless generations of migrating fish will return to their native spawning grounds

“The most complicated water delivery system in the U.S.” FERC 8/15/2013

Overlapping Jurisdictions:

- NOAA
- NMFS
- ACE
- FFW
- CDFW
- PCCP
- DWR
- FERC



Draft Conceptual Schematic of Western Placer Streams Area (Inset of main Yuba-Bear / Drum-Spaulding schematic, based on best available information)

PG&E's Drum-Spaulding Project (FERC No. 2310) and NID's Yuba-Bear Hydroelectric Project (FERC No. 2266)

Revision Date: April 2, 2012



“Hemphill” Outline

- Milestones of past progress
- The Hemphill fish passage project
- A bright future for salmon and steelhead

Milestones

- 2011 **Nevada Irrigation District** (NID) and Placer County build fish passage project in Lincoln two miles downstream from Hemphill
- 2011 **United Indian Tribes of Auburn** hold first salmon return ceremony
- 2016 Friends of Auburn Ravine (FAR), CFFU and CDFW install Salmon Cam
- 2016 **Family Water Alliance** and **South Sutter Irrigation District** install conical fish screens on Auburn Ravine
- 2017 FAR and **Hewlett Packard Enterprises** develop Fishspotter software
- 2020 Placer County establishes PCA and PCCP.
- 2021 **Taylor Morrison** conducts salmon rescue when levee overflows
- 2021 NID approves budget for fish passage at Hemphill Dam
- 2022 FAR identifies steelhead in Auburn Ravine



The Hemphill Project

- Remove existing structure
- Build “roughened rock fish passage”
- Build alternative entrance structure to HH canal for reliable service to water customers
- Install conical fish screens to prevent entrainment of juvenile fish



A Bright Future for Salmon and Steelhead

- 8 miles of prime spawning grounds added since 2012
- Removal of impediments to upstream migration
- Screening of canal entrances to prevent juvenile entrainment
- Mitigation plan developing for flashboard dams to improve out migration of baby fish
- An example for other communities with local streams



“Hemphill” Production Values

- Video shot in 4K
- Professional production tools (see equipment list)
- Adobe Creative Suite editing software
- 4K Professional drone footage
- Professional 4K time lapse setup

Gold Country Images Qualifications

GCI has been recording video on AR since 2010

Multiple interviews “In the can”

Numerous other related films

Extensive equipment list

Intern agreement with Sierra College and Sacramento State University

2 terabytes of content already recorded

GCI is located in Lincoln, allowing for maximum time on site during production with minimum travel expense



Example of a similar film by GCI:

Gold Country Images presents
“Power to the People”

The story of how Lester Pelton, a mining camp tinkerer, invented the water wheel that revolutionized the production of electricity from falling water

Funded by Pacific Gas and Electric Company. (\$20,000)

Selected for Wild and Scenic Film Festival 2016

Used by PG&E for training hydropower employees

PG&E contact: Brian Jensen (916) 552-7564

Steve Hubbard Bio
steverhubbard@gmail.com

General Manager, Tribune Cable Communications
Director of Engineering, Jones Intercable
COO, Phoenix Fiberlink
Founder and CEO, Netstream

Community involvement: Co-founder and director, Friends of Auburn Ravine. Citizen Advisory board memberships include Lincoln High School District and Placer County Conservation Authority. Member, Western Placer Watershed Advisory Group. Judge, National History Day Statewide Competition.

Teaches documentary Photography at Sierra College

Graduate of Chico State University, Center for Information and Communications Studies

Author of “Power to the People” and numerous articles

"Hemphill" Projected Budget (Minimum Case)

1/28/2022

	<u>Provider</u>	<u>Units</u>	<u>Unit Cost</u>	<u>Extended Cost</u>
Pre Production				
Research	GCI	No Charge		
Software	Adobe	12	50	600
PRA Requests	Various	2	100	200
Travel	Various	1	1,000	1,000
Script Development	GCI	25	70	1,750
Outline & Story board	GCI	1	1,000	1,000
Production				
Storage meda	Amazon	1	500	500
Travel	Various	1	500	500
Time Lapse Equipment	CamDo	1	5,000	5,000
Permits	GCI	2	100	200
Equipment Rental	Various	1	500	500
Drone Footage	Apis Insights	10	100	1,000
Crew Costs	GCI	1	1,000	1,000
Liability Insurance	GCI	1	500	500
Post Production				
IT Equipment	Amazon	1	2,000	2,000
GCI image rights acquisition	GCI	No Charge		
Script	GCI	25	70	1,750
CGI & animated graphics	TBD	50	70	3,500
Titles	TBD	10	70	700
Music License fees	TBD	1	500	500
Music Creative	TBD			0
Sound Effects	TBD			0
Narration	GCI	0	0	0
Creative Talent Fees	TBD			0
Distribution	Various	100	10	1,000
Travel	Various	1,000	1	1,000
Festival Fees	Various	200	2	400
KVIE fee	NA			0
Content License	TBD			0
Stock Content	TBD	500	1	500
Editing	TBD	70	65	4,550
			Subtotal	29,650

"Hemphill" Projected Budget (Medium Case)

1/28/2022

				Unit Cost	Extended Cost
	<u>Provider</u>	<u>Units</u>			
Pre Production					
	Research	GCI	No Charge		
	Software	Adobe	12	50	600
	PRA Requests	Various	2	100	200
	Travel	Various	1	1,000	1,000
	Script Development	GCI	25	70	1,750
	Outline & Story board	GCI	1	1,000	1,000
Production					
	Storage meda	Amazon	1	500	500
	Travel	Various	1	500	500
	Time Lapse Equipment	CamDo	2	5,000	10,000
	Permits	GCI	2	100	200
	Equipment Rental	Various	3	500	1,500
	Drone Footage	Apis Insights	20	100	2,000
	Crew Costs	GCI	10	1,000	10,000
	Liability Insurance	GCI	1	500	500
Post Production					
	IT Equipment	Amazon	1	2,000	2,000
	GCI image rights acquisition	GCI	No Charge		
	Script	GCI	25	70	1,750
	CGI & animated graphics	TBD	100	70	7,000
	Titles	TBD	10	70	700
	Music License fees	TBD	2	500	1,000
	Music Creative	TBD			0
	Sound Effects	TBD			0
	Narration	GCI	0	0	0
	Creative Talent Fees	TBD			0
	Distribution	Various	100	10	1,000
	Travel	Various	1,000	1	1,000
	Festival Fees	Various	200	2	400
	KVIE fee	NA			0
	Content License	TBD			0
	Stock Content	TBD	500	1	500
	Editing	TBD	70	65	4,550
				Subtotal	49,650



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Gold Country Images

www.goldcountryimages.com

Where do we go from here:

Funding partners in discussion now

Pre-production already in progress

In stream construction to begin in June

Fish passage established for 2022 run

Construction completed in early 2023

On site video production throughout schedule

Post production complete in mid 2023

Release to public, film festivals, and partners in mid 2023